2011/2012 ANNUAL REPORT

Accomplishments 2011/2012

The BC Student Outcomes Research Forum (the Forum), through its working committees and teams, provided oversight of the four annual outcomes surveys conducted in 2011. Findings from these surveys are more important than ever as they continue to be used by government and institutions for evaluation, planning, and accountability. Throughout the 2011/2012 period, survey results were made available to help students make informed decisions about their personal and economic futures.

The Forum's priority for 2011/2012 was to encourage more and better use of Student Outcomes data; therefore the focus over the past year was on *sharing outcomes data*. The other main areas of activity were *collecting* and *using outcomes data*.

Collecting Outcomes Data

The 2011 Apprenticeship Student Outcomes (APPSO) Survey was conducted by telephone and online from January to April of 2011 with 3,599 former apprenticeship students from 38 institutions (14 public and 24 private). The response rate was 55 percent.

The 2011 Baccalaureate Graduates Survey (BGS) collected information from 9,830 graduates of 21 public post-secondary institutions, from September 2011 to January 2012. The survey targeted those who graduated in 2009 and was conducted by telephone and online. The response rate was 52 percent.

The 2011 Diploma, Associate Degree, and Certificate Student Outcomes (DACSO) Survey, conducted January to June 2011, targeted former students who had completed or nearly completed their programs—14,697 former students from 19 of B.C.'s public post-secondary institutions participated by telephone or online. The response rate was 55 percent.

The 2011 Developmental Student Outcomes (DEVSO) Survey targeted former Adult Basic Education (ABE) students and former domestic English as a Second Language (ESL) students, who studied at the intermediate level or higher. The survey was conducted from January to April of 2011 by telephone and online. There were 1,697 ABE respondents to the survey, from 18 public post-secondary institutions and 812 ESL respondents from 15 institutions. The response rates were 44 and 48 percent respectively.

Sharing Outcomes Data

▸ With Stakeholders

The Student Outcomes Reporting System (SORS) is a web-based, interactive tool that can present up to ten years of data from the DACSO Survey and up to seven years of data from the APPSO Survey. Some data from the Baccalaureate Graduates Survey (BGS) are also included. The information can be accessed using a variety of report types and formats; in the past year, just over 8,000 reports were run by authorized users at B.C.'s public post-secondary institutions and the Ministry of Advanced Education.

Data from the 2011 APPSO and the 2010 BGS survey were released through SORS on June 17, 2011. The 2011 DACSO data were released through SORS on November 18, 2011.

Number of SORS reports run from April 1, 2011 to March 31, 2012

APPSO	1,310
BGS	876
DACSO	5,844
Total	8,030

The 2011 enhancements included a new regional variable for current location, based on the respondent's postal code.

The website continues to be a source of information for stakeholders—all Outcomes publications are posted, as are the questionnaires. Information on the surveys is available, as well as the important governing documents for the project and the Forum.

Institutional researchers and Forum members also use SharePoint to exchange documents. SharePoint is used extensively by the Forum Teams and Committees as they conduct the work of the project.

▸ With the Public

The public version of SORS—"Search BC Post-Secondary Student Survey Results"—was developed to provide summary information to program advisors, employment counsellors, faculty members, potential students, and their parents. Any interested member of the public can open the Search BC Post-Secondary Student Survey Results tool and get outcomes information for any program that had former students surveyed by DACSO or APPSO.

The Search Survey Results tool was updated with 2011 data at the same time as the SORS tool. The latest three years of merged DACSO data (2009, 2010, and 2011) were released November 18, 2011 and the latest three years (2009, 2010, and 2011) of data from the APPSO Survey were released on June 17, 2011. (Private institutions' data collected through APPSO were not included.)

Number of *Search Survey* reports run from April 1, 2011 to March 31, 2012

APPSO	445
DACSO	4,068
Total	4,513

After the DACSO release every year, updated data are provided to enhance information on two websites that are popular with students and counsellors: Education Planner www.educationplanner.ca/ and Career Cruising www.careercruising.com/.

▸ For Other Research and Initiatives

Student Outcomes data were provided:

- For the Open Data initiative, which is intended to encourage citizen participation and engagement with the Government of B.C.
- For a project called Success Factors for Trades, sponsored by the Trades Consortium of BC. The overall purpose of this research is to support the transitions of trade students from high school to post-secondary education to employment in British Columbia.
- For Career Pathfinder (www.workbc.ca/Jobs/JobSeekers/CareerExplorer.aspx), which is an online labour market tool that links CIP to NOC, sponsored by the Ministry of Jobs, Tourism and Innovation (JTI).
- For the BC Post-Secondary Supply Model (PSSM), developed by BC Stats and funded by JTI, a tool that forecasts the number of skilled new entrants that B.C.'s public post-secondary system will supply to the labour market.

Using Outcomes Data

▸ 2011/2012 Publications

Standard reports:

- *2011 Key Outcomes Indicators for BC Diploma, Associate Degree, and Certificate Programs: Survey Results by Institution*
- *2011 BGS Reports by Institutions and Discipline*
- *2011 BGS System-Level Reports by Program Area*
- *The 2011 Highlights*

Special reports:

- *2011 Developmental Student Outcomes Survey: Report of Findings*
- *2011 Apprenticeship Student Outcomes Survey: Report of Findings*

Fact Sheet: *Trades Foundation Programs as Preparation for Apprenticeship*

Information papers:

- *Completers Versus Leavers: Beyond the Simplistic Drop-Out Label*
- *Learning "New Tricks": Midlife Learners from Public Post-Secondary Certificate, Diploma, and Associate Degree Programs.*

Technical Reports:

- *2011 DACSO Survey Refusals Analysis*
- *2011 APPSO Survey Refusals Analysis*
- *2011 DACSO Survey Contact Data Review*

Other Forum Activities

▸ Strategic Planning

The 2011 review of the Strategic Plan included recommendations that Student Outcomes data needed to be more broadly available and that the Forum's focus should not be solely on answering the needs of the post-secondary system but also on how Student Outcomes data can meet needs in our communities. The mission statement was changed to reflect a more outward focus and to include the concept of effective dissemination of information. Exploring opportunities to present outcomes results as open data was part of the process. The focus of the 2011/2012 Strategic Plan was to promote not only *more* use of the outcomes data, but *better* use.

▸ Making Presentations

- The Forum co-chair, Bob Cowin, made a presentation on Contact Data for the Student Outcomes Surveys to a meeting of the BC Registrars' Association in October 2011. The presentation was well-received and a lively discussion followed.
- Zareen Naqvi, chair of the Forum Labour Market Committee, presented DACSO Labour Market Outcomes Trend Analysis 1995 to 2010 to a BCIRP meeting in December 2011.

▸ Advising on Other Surveys

- Survey of Movers Among BC Public Post-Secondary Institutions, a BCCAT-sponsored survey of students who move between institutions.
- Five-year-out Baccalaureate Graduates Survey, a RUCBC-sponsored survey.

▸ Forum Team and Committee Work

- The four survey committees (APPSO, BGS, DACSO, and DEVSO) reviewed the 2012 questionnaires and cohort specifications—the APPSO Survey Committee dealt with cohort changes in response to ITA's changes to apprenticeship.
- The Labour Market Committee conducted a labour market trend analysis of DACSO data; an analysis of APPSO data is underway.
- The Technical Team is conducting research on using mobile devices for surveying; their work will be collected into a final report. As part of the focus on users of data, the Team requested that a canned presentation on Student Outcomes be developed to describe the surveys and the data. After investigation, the Team made the decision to replace the older program area CIP roll-ups with the BC CIP Clusters in the KOI and other Student Outcomes publications.
- The Communications Team has reviewed a number of publications during the past year (see page 2). They have worked on a Communications Plan and are developing a presentation—"Outcomes 101"—for institutional users.
- Management Team continues to make progress with Forum strategic priorities through regular meetings and email. (See the 2011/2012 Strategic Plan, at outcomes.bcstats.gov.bc.ca/TheForum/ForumInfo.aspx)

▸ May 2011 Student Outcomes Research Forum Meeting

Last year, the Forum invited three economic development officers from B.C. communities to participate in a panel discussion: *Using Labour Market Data in Regional Economic Development*. The speakers were: Dale Wheeldon, CEO of the Economic Development Association of BC, Neonila Lilova from the City of Richmond, and Chris Hartman from the Tsawwassen First Nation.

Their presentations included some advice for Student Outcomes:

- Many economic development officers are not aware of the Student Outcomes data and it is critical to get this information out, to improve understanding of the labour force talent that is available for communities.
- As part of the process of attracting business to a community, it is important to know the number of graduates from a particular program and the wages of those employed.
- It would be interesting to ask about quality of jobs (e.g., "is the job you have the one you wanted?") and employer satisfaction (e.g. "how satisfied are you with your employee(s) from [program]?")

Highlights from the 2011 surveys

In 2011, the four student outcomes surveys collected information from 30,635 former post-secondary students across British Columbia.

Of the former apprenticeship students surveyed:

- 84% said the quality of instruction was *very good* or *good*
- 82% said their training covered the standards used in their field
- 95% were in the labour force; the unemployment rate was 11%

Of the baccalaureate graduates surveyed:

- 94% said the quality of instruction was *very good* or *good*
- 54% took further education; 19% were currently studying full-time
- 88% were in the labour force; the unemployment rate was 7%

Of the former diploma, associate degree, and certificate students surveyed:

- 81% said the quality of instruction was *very good* or *good*
- 73% of former Arts and Sciences students took further education
- 89% of respondents from Applied programs were in the labour force; their unemployment rate was 11%

Of the former developmental students surveyed:

- 87% said the quality of teaching was *very good* or *good*
- 83% of ABE respondents said their courses helped them develop math skills; 87% of ESL respondents said they were helped to develop English writing skills
- 71% of ABE respondents and 63% of ESL respondents pursued further education

Acknowledgements

▸ Forum Committee and Team Chairs, April 2011

APPSO Survey Committee	Deb Stava, NWCC
BGS Committee	Zareen Naqvi, BCIT
DACSO Survey Committee	Lisa Domae, North Island College
DEVSO Survey Committee	Barb Boese, College of New Caledonia
Labour Market Committee	Zareen Naqvi, BCIT
Communications Team	Patty Beatty-Guenter, AVED
Technical Team	Karen Buxton, Kwantlen & Sarah Dunn, BCIT
Management Team	Bob Cowin, Douglas College & Patty Beatty-Guenter, AVED

▸ Project Staff

The Student Outcomes Research Forum is indebted to BC Stats staff for their conscientious and patient management of the outcomes projects. The following staff members worked on student outcomes in 2011/2012: Amanda Bird, Ian Darling, Jim Martell, Sheila Richards-Brown, Cathy Stock, Marti Lea Thib, Rebecca Westle, and BC Stats' IT staff.